

## BRADY B-545 PREMIUM PAPER LABEL STOCK

TDS No. B-545  
Effective Date: 06/29/2011

### **Description:**

Brady B-545 is a premium paper label stock, suitable for thermal transfer printing, with a permanent pressure sensitive adhesive.

### **Details:**

### **Use:**

Brady B-545, in conjunction with Right-to-Know Labeling software, is designed for use with the Brady Labelizer® Plus Industrial Labeling System and the VersaPrinter™ Label and Sign Maker System.

### **Adhesive Type:**

Permanent acrylic pressure sensitive adhesive

### **Substrate Type:**

Topcoated paper

### **Standard Material Color:**

White

### **Standard Legend Color:**

Black

### **Thickness (PSTC-33):**

Total: 0.0038 in. (0.097mm)

### **Tensile Strength (PSTC-31):**

35 lb/in. (612 N/100mm)

### **Elongation (PSTC-31):**

3%

### **Adhesive Properties:**

Adhesion to Steel (PSTC-1)  
15 Minute Dwell (Avg.) -- label destroys  
Ultimate Dwell (72 Hrs.) (Avg.) -- label destroys  
Tack (ASTM D 2979) (Avg.) -- 1500 g (14.7 N)  
Drop Shear (PSTC-7) (Avg.) -- 8 Hrs.

### **Abrasion Resistance (Method 5306 of U.S. Federal Test Method Std. No. 191A):**

CS-10 wheels, 250 g wts.  
The printed legend withstands up to 150 cycles.  
Substrate withstands up to 1500 cycles.

### **Gloss:**

3 Gardner Units

### **Minimum Application Temperature:**

50°F (10°C)

### **Service Temperature:**

-40°F to 160°F (-40°C to 71°C)

### **Average Outdoor Durability:**

Not recommended for outdoor use unless overlaminated.

### **Chemical Resistance:**

No exposure recommended unless overlaminated.

Product testing, customer feedback, and history of similar products, support a customer performance expectation of at least **two years from the date of receipt** for this product as long as this product is stored in its original packaging in an environment *below 80°F (27°C) and 60% RH*. We are confident that our product will perform well beyond this time frame. However, it remains the responsibility of the user to assess the risk of using such product. We encourage customers to develop functional testing protocols that will qualify a product's fitness for use in their actual applications.

**Trademarks:**

Labelizer® is a registered trademark of Brady Worldwide, Inc.

Signmark® is a registered trademark of Brady Worldwide, Inc.

VersaPrinter™ is a trademark of Brady Worldwide, Inc.

ASTM: American Society for Testing and Materials (U.S.A.)

PSTC: Pressure Sensitive Tape Council (U.S.A.)

All S.I. Units (metric) are mathematically derived from the U.S. Conventional Units.

**Note:** All values shown are averages and should not be used for specification purposes.

Test data and test results contained in this document are for general information only and shall not be relied upon by Brady customers for designs and specifications, or be relied on as meeting specified performance criteria. Customers desiring to develop specifications or performance criteria for specific product applications should contact Brady for further information.

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